

# Impact of COVID-19 on Travel Industry

June 28, 2021

In alignment with the state nearing the 70% vaccination goal and Governor Brown's June 30 executive order lifting all remaining COVID-19 restrictions, Travel Oregon is retiring our monthly data report. We'll continue to provide up-to-date research and data in our weekly industry newsletters.

## STR Weekly Data (June 13)

Note: Year over year (YOY) percentage changes are more favorable as comparisons have shifted to pandemic-affected weeks from 2020. Analysis focuses on 2021 vs. 2019 comparisons.

### Occupancy

- Overall, Oregon occupancy is down 10.6% from the same time period in 2019
- This drop in occupancy is driven by the Portland region, which is down almost 26% from 2019
- In addition to Portland region, occupancy was recorded lower than 2019 levels in Willamette Valley (-5.9%), Hood/Gorge (-3.2%), and Central Oregon (-1.0%)
- Southern Oregon recorded the highest gains of 5.9%, followed by Eastern Oregon (1.5%), and the Oregon Coast (0.7%).

### Rev Par

- RevPar for Oregon is down almost 15% from the same week in 2019
- The drop in RevPar for the state is driven by Portland, which is down nearly 45%
- By contrast, both Southern Oregon and the Coast have strong gains in RevPar vs. 2019 at +19.8% and +15.1% respectively



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OREGON LODGING STATISTICS									
Current Week: June 13, 2021									
Region	Occupancy (%)			Room Rate (\$)			RevPAR (\$)		
		% Chg vs 2020	% Chg vs 2019		% Chg vs 2020	% Chg vs 2019		% Chg vs 2020	% Chg vs 2019
Oregon	74.4%	59.9%	-10.6%	\$133.85	37.5%	-5.0%	\$99.52	119.8%	-15.1%
Central	81.9%	28.9%	-1.0%	\$164.65	42.4%	5.7%	\$134.92	83.5%	-4.6%
Coast	78.0%	38.5%	0.7%	\$153.88	34.2%	14.2%	\$120.10	85.9%	15.1%
Eastern	80.7%	65.6%	1.5%	\$96.25	21.3%	3.8%	\$77.72	100.9%	5.4%
Hood/Gorge	81.1%	77.1%	-3.2%	\$128.14	28.0%	-2.4%	\$103.98	126.7%	-5.5%
Portland	65.4%	102.7%	-26.2%	\$117.91	30.1%	-25.6%	\$77.09	163.6%	-45.1%
Southern	87.0%	55.7%	5.9%	\$122.95	47.3%	13.1%	\$106.95	129.3%	19.8%
Willamette Valley	74.3%	55.1%	-5.9%	\$146.58	65.0%	9.3%	\$108.85	155.9%	2.9%

Region	Room Supply			Room Demand			Room Revenue (\$)		
		% Chg vs 2020	% Chg vs 2019		% Chg vs 2020	% Chg vs 2019		% Chg vs 2020	% Chg vs 2019
Oregon	485,919	7.3%	2.2%	361,297	71.5%	-8.6%	\$48,358,231	135.8%	-13.2%
Central	41,566	5.5%	6.0%	34,060	36.0%	4.9%	\$5,608,068	93.6%	10.9%
Coast	79,478	1.5%	3.3%	62,032	40.5%	4.1%	\$9,545,460	88.6%	18.9%
Eastern	34,657	0.4%	5.1%	27,982	66.3%	6.7%	\$2,693,382	101.7%	10.7%
Hood/Gorge	16,135	0.0%	4.2%	13,093	77.1%	0.9%	\$1,677,706	126.7%	-1.5%
Portland	180,096	17.8%	2.9%	117,744	138.7%	-24.1%	\$13,883,771	210.6%	-43.5%
Southern	59,066	-3.2%	-2.0%	51,379	50.8%	3.8%	\$6,316,986	122.0%	17.5%
Willamette Valley	77,098	7.2%	3.3%	57,250	66.3%	-2.7%	\$8,391,793	174.4%	6.4%

Source: STR

## Revenue

- Overall, Oregon is down 15% since the same time period in 2019
- The loss in revenue is driven by the Portland region, which is down nearly 43%
- Hood/Gorge revenue is slightly down since 2019 (-1.5%)
- Both Southern Oregon and the Coast are up nearly 18% vs. 2019
- And, Central Oregon and Eastern Oregon show strong results vs. 2019 at +10%

## ARRIVALIST Daily Travel Index (June 28, 2021)

- Road trips in Oregon increased by +1.7% in over the past month (May 27th to June 28th) compared to the average daily volume for the same time period in 2019
  - Oregon is behind when compared to the overall US increase of +8%
- Travel volume in Oregon slowed down in last 7 days (-5.8%)

Note: Daily Travel Index measures travel at least 50 miles from home where travelers spent a minimum of 2 hours. See the following chart for the Oregon data.



## Social Sentiment and Hot Topics

The information provided below is a summary of national coverage, media trends and what people across the U.S. are sharing online. The statements do not represent Travel Oregon's views or agency position.

Cases and hospitalizations continue to decline in Oregon and across the country. Most shared and/or talked about COVID-19 topics in or about Oregon based on CrowdTangle, Keyhole and Cision data include:

- GMA's "Rise and Shine" segment that focused on Oregon's recovery (nearly 4 million impressions).
- Governor Brown's [lifting of COVID-19 restrictions](#) by June 30 or by the time 70% of Oregonians are fully vaccinated.

## National Trends

### Destination Analysts' Travel Sentiment Survey

#### Highlights from the week of June 28th

- **Optimism about the virus' course in America declines:** Now, 16.2% expect the coronavirus situation to get worse or much worse in this country in the next month (up from 10.9%). This may also be causing a downturn in their openness to travel inspiration (now 70.9% from 73.1% last week) and confidence in their ability to travel safely in this environment (47.8% from 52.2%).
- **Nevertheless, summer travel plans hold strong:** Over 77% of Americans plan to travel for leisure in the next 3 months—averaging 1.9 trips in this timeframe. 90% of these summer travelers expect to take at least one overnight trip. For these overnight trips, the most likely accommodation types will be the private home of a friend/relative (34.6%), 3-4 star hotels (32.7%) and budget hotels/motels (18.5%).
- **A look back at the past 3 months shows that 44.6% of Americans have taken a overnight trip.** Nearly 70% of these travelers participated in at least one leisure activity with the most "close to normal" experience being dining in restaurants (53.2% rating it as very normal or mostly normal and 60.3% were satisfied or very satisfied with their restaurant experience). In contrast, well below half of these travelers felt their experience in hotels, at events, in attractions, onboard commercial airlines and in airport businesses were normal or satisfactory. Still, though 28.2% of travelers said their most recent travel experience has made them more enthusiastic to travel and 22.9% say their experiences have made them sympathetic to the travel industry.
- **Americans are feeling the pangs of the travel industry's labor shortages:** 43.4% of recent overnight travelers agree that on their most recent trip it seemed as though travel industry businesses were having trouble providing adequate service to travelers. This has impacted future travel for some Americans, with 17.3% saying their recent travel experiences have led them to do more research, 14.9% will not plan as much travel and 11.8% say they have changed the destination or attraction for an upcoming trip.
- **Travel, tourism and recreation are among the top industries Americans are most interested in working in:** Presented with a list of 15 different industries and asked to assume a job opportunity matched their skills and experience, 12.9% of all Americans surveyed said they would be interested in working in the travel, tourism and recreation industry. The same percentage selected arts and entertainment (12.9%), while 11.7% selected information technology.

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### Research and Analytics Resources

<https://www.ustravel.org/research/travel-recovery-insights-dashboard>

<https://www.trade.gov/data-visualization/covid-19-travel-industry-monitor>

<https://industry.traveloregon.com/resources/research/oregon-travel-impacts-1991-2020-dean-runyan-associates/>

<https://c.na122.content.force.com/servlet/>

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